



March 14, 2024

Dear Broker,

We are delighted with your support of The Residences at Mandarin Oriental, Miami and would like to provide you with the following brand guidelines for marketing.

We ask that you be sensitive to upholding the Mandarin Oriental brand and trademarks in your personal outreach and marketing efforts for this project. Please keep the following in mind when creating external communications:

- Refer to the project by the correct name. It should always be referred to as:
  - **The Residences at Mandarin Oriental, Miami**
- Do not distort or heavily edit any provided imagery.
- No logo usage is allowed in individual marketing unless included as part of final, approved assets in the Broker Toolkit.
- Do not edit or distort the property logo that may be included on provided assets.
- Do not use language in external communications that leads consumers, prospects, and brokers to believe that you are selling the project on behalf of Mandarin Oriental or Swire Properties.
- Please refer to the “Brand Voice” documents when creating any external communications on page 5.
- Do not publish websites using the Mandarin Oriental name as this is extremely misleading to consumers.
- Do not advertise previously unconfirmed or unpublished sales numbers or percentages.

We thank you for your cooperation and we look forward to continued success in selling this one-of-a-kind property.

This project is being developed by affiliates of 50A Developer LLC, a Delaware limited liability company (“Developer”), which has a limited right to use the trademarked names and logos of Swire Properties and Mandarin Oriental Hotel Group. The Residences at Mandarin Oriental, Miami (“The Residences”) are not developed, sponsored, owned, offered or sold by Mandarin Oriental Hotel Group or any affiliate thereof (MOHG), and MOHG makes no representation, warranty or guaranty of any kind regarding The Residences. Developer and owners of The Residences use the Mandarin Oriental name and trademarks subject to the terms of revocable licenses from MOHG which may expire or be terminated. All rights reserved. 🏠

Developers of The Residences at Mandarin Oriental, Miami

OID T1 Developer LLC and OID T2 Developer LLC  
98 SE 7th St Suite 500, Miami, FL 33131  
+1 (305) 371-3877 [inquire@mo-residencesmiami.com](mailto:inquire@mo-residencesmiami.com)  
[mo-residencesmiami.com](http://mo-residencesmiami.com)

## The Residences – Brand Voice

### Mandarin Oriental creative and copy is:

- Gracious and elegant
- Aesthetically pleasing
- Sophisticated luxury
- Personal and intentional
- Authentic with a flair of personality
- Sense of delight and surprise
- Imaginative

### Mandarin Oriental creative and copy is not:

- Trendy
- Cool
- Satirical
- Casual
- Gimmicky
- Cluttered
- Generic

### Copy Guidelines

Copy in all materials should be written from the position of the developer.

It should not appear to be written by Mandarin Oriental.

### Approved MOHG terminology:

- The Group's full name is Mandarin Oriental Hotel Group. The full name should be used as the first reference to the company.
- All copy should use British spelling, reflective of our Hong Kong roots, with the exception in the United States where US spelling can be used.
- In all promotional materials, hotels should be referred to as: 'A Mandarin Oriental hotel'.
- Never prefix Mandarin Oriental hotels with "The"/"the." Exceptions are The Landmark Mandarin Oriental, Hong Kong.
- The Group name should be used in full for all communications.
- The abbreviation of the company name should be 'MOHG' (always in uppercase and without full stops). MOHG should only be used in internal memorandums and communications.
- When making reference to "the Group" without using the full company name, also use a capital 'G'.
- Never use "Mandarin" as a descriptor. It should always be written as "Mandarin Oriental".
- The name of a hotel and its destination should be separated by a comma: i.e. Mandarin Oriental, Hong Kong.
- When using the name of the residential developments, use "The Residences at Mandarin Oriental, Destination" or "Mandarin Oriental Residences, Destination" for standalone residences.